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YAHOO! INC. C/O GREENBERG TRAURIG, LLP			TIMBLIN, ROBERT M	
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	10/718,869	SOMAROO ET AL.
	Examiner ROBERT TIMBLIN	Art Unit 2167

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### **Status**

1) Responsive to communication(s) filed on 25 September 2009.  
 2a) This action is FINAL.      2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### **Disposition of Claims**

4) Claim(s) 1-15 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_\_ is/are allowed.  
 6) Claim(s) 1-15 is/are rejected.  
 7) Claim(s) \_\_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### **Application Papers**

9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### **Priority under 35 U.S.C. § 119**

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### **Attachment(s)**

1) Notice of References Cited (PTO-892)  
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)  
 3) Information Disclosure Statement(s) (PTO/SB/08)  
 Paper No(s)/Mail Date \_\_\_\_\_

4) Interview Summary (PTO-413)  
 Paper No(s)/Mail Date \_\_\_\_\_  
 5) Notice of Informal Patent Application  
 6) Other: \_\_\_\_\_

**DETAILED ACTION**

This Office Action corresponds to application 10/718,869 filed 11/20/2003.

***Continued Examination Under 37 CFR 1.114***

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(c), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(c) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 9/25/2009 has been entered.

***Response to Amendment***

Claims 1-15 are pending. Claims 1 and 13-15 have been amended.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1-2, 6-8, and 10-15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Joao U.S. Patent 6,662,194 B1 in view of Sciuk (U.S. Patent 7,212,985). In the following passages and figures, Joao teaches:**

With respect to claim 1, A method comprising:

receiving inquiry data (col. 22 line 13-19 and col. 28 line 52-65; i.e. information such as resume and/or any other pertinent data of an individual interested in a job that is obtained and stored in database 10H) related to an inquiry (i.e. job search, abstract. Also see col. 22 line 54-58; i.e. the individual decides whether he or she wishes to apply for any of the reported jobs describes at least an inquiry for a job found in a listing service) of a user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc...) with a listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100; i.e. employers posting or listing jobs with apparatus 100 describes a listing service) about a listing (e.g. a job) posted by an entity (col. 5 line 4; e.g. hiring entities) other than the user (col. 4 line 35-47; i.e. an individual wishing to apply for the job);

creating, by a processor (10), a user's lead (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer, col. 22 line 57-58 and drawing reference 215; an individual's applying for a job) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead (col. 6 line 35-36; e.g. offers that are tracked by the individuals) is to be pursued (col. 6 line 36; tracking all offers and col. 23 line 65-66) by the user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc...) that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the received inquiry data (abstract);

storing the user's lead (figure 5A) as a lead record (col. 6 line 35-41 and col. 39 line 61-67; i.e. all offers and/or rejections involving any and all jobs, employment positions, are recorded) in a database (10H);

the lead (col. 23 line 26-34) record comprising information to provide the user (col. 11 line 45-53, i.e. an individual) with a status (col. 4 line 57-60 and col. 6 line 35-37) of the user's lead (figure 5A); and

communicating a user interface (drawing reference 20E) accessible by the user (col. 11 line 45-53, i.e. an individual and col. 14 line 59-60; i.e. an individual accessing their data) that comprises information from the lead (col. 14 line 59-60; i.e. access to the individual's data in database 10H) and information related to the user's lead (figure 5A) received from one or more ancillary services (col. 22 line 51-53, col. 23 line 5-13).

Joao does not appear to expressly teach identifying an action to be taken in furtherance of the user's lead; creating, by the processor, an action record using information from the user's lead each time an action to be taken in furtherance of the user's lead is identified; storing the action record in the database, the action record comprising information to provide the user with a status of the user's lead; communicating a user interface accessible by the user that comprises information from the action record.

Sciuk, however, teaches identifying an action to be taken in furtherance of the user's lead (col. 2 line 17-20; e.g. the scheduling of an interview and other meetings between job-seekers and representatives of the prospective employers); creating, by the processor, an action record (col. 35 lines 43-45; e.g. time and dates of appointments, meetings and phone calls) using information from the user's lead (col. 2 line 19-20; e.g. prospective employer) each time an

action to be taken in furtherance of the user's lead is identified (col. 35 lines 40-45; e.g. Sciuk's system is seen to be able to record multiple actions such as appointments, meetings, and phone calls); storing the action record in the database (col. 35; e.g. calendar) the action record comprising information to provide the user with a status of the user's lead (col. 1 line 59-61 wherein Sciuk teaches to track and report on the status of the activities involved in human candidates and col. 35 lines 41-45 wherein an appointment (e.g. of an interview for a prospective employer) is seen as a status); communicating a user interface accessible by the user that comprises information from the action record (col. 35 line 40-41; e.g. outputting information such as computer input screens and interactive screens for outputting personal schedule information) for providing a scheduling calendar.

Accordingly, in the same field of endeavor, (i.e. employment services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of Sciuk, such as providing a calendar for appointments, would have given a user of Joao the ability to schedule actions such as appointments (or interviews) with prospective employers for the benefit of better organizing their leads. Joao discloses such a need in col. 8 line 51-52 wherein they provide scheduling services. Thus, the calendar system of Sciuk would have provided a better job searching experience.

With respect to claim 2, Joao teaches the method of claim 1, wherein the listing service is a web site having job postings listed thereon (col. 5 line 4-5, col. 29 line 9).

With respect to claim 6, Joao teaches the method of claim 1, wherein the listing service is a web site having auction items listed thereon (col. 32 line 37).

With respect to claim 7, Joao teaches the method of claim 1, wherein the ancillary service is electronic mail (col. 4 line 66).

With respect to claim 8, Joao teaches the method of claim 1, wherein the ancillary service is an advertising system (col. 6 line 29).

With respect to claim 10, Joao teaches the method of claim 1, wherein the ancillary service is a news system (col. 29 line 10-15).

With respect to claim 11, Joao teaches the method of claim 1, wherein the step of receiving inquiry data related to an initial inquiry of the user with the listing service further comprises:

receiving inquiry data (abstract) from an application operative on a computing device (figure 1) of the user (col. 11 line 45-53, i.e. an individual).

With respect to claim 12, Joao teaches the method of claim 1, wherein the steps of receiving inquiry data related to an inquiry of a user with a listing service and creating a user's lead to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data further comprise:

receiving inquiry data (abstract) from a user computer at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

capturing the inquiry data (abstract) at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

making a remote procedure call to access an application programming interface from the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) to a tracking system (col. 6 line 36-36) operative with programming to create the user's lead record (col. 6 line 35-41 and col. 39 line 61-67); i.e. all offers and/or rejections involving any and all jobs, employment positions, are recorded);

transmitting the inquiry data to the tracking system from the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100); and

creating a user's lead (col. 4 line 57-60, col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) to be pursued (col. 23 line 53-67, col. 24 line 1-7) by the user (col. 11 line 45-53, i.e. an individual) that makes the inquiry with the listing service, the user's lead being created using the received inquiry data (abstract);

With respect to claim 13, Joao teaches A method comprising:

receiving inquiry data (abstract) from a user computer (drawing reference 20) at a listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) about a listing (e.g. a job) posted by an entity (col. 5 line 4; e.g. hiring entities) other than the user;

capturing the inquiry data (abstract) at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

transmitting the inquiry data to the tracking system from the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

creating, by a processor (10) a user's lead (col. 4 line 57-60, col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead is to be pursued (col. 23 line 53-67, col. 24 line 1-7) by the user that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the received inquiry data (abstract);

storing the user's lead as a lead record (col. 6 line 42-44) in a database (drawing reference 10H);

the lead record (col. 23 line 26-34) comprising information to provide the user (col. 11 line 45-53, i.e. an individual) with a status (col. 4 line 57-60) of the user's lead (figure 5A); and

communicating a user interface (drawing reference 20E) accessible by the user (col. 11 line 45-53, i.e. an individual and col. 14 line 59-60; i.e. an individual accessing their data) that comprises information from the lead (col. 14 line 59-60; i.e. access to the individual's data in database 10H) record and information related to the user's lead (figure 5A) received from one or more ancillary services (col. 22 line 51-53, col. 23 line 5-13).

Joao does not appear to expressly teach identifying an action to be taken in furtherance of the user's lead; creating, by the processor, an action record using information from the user's

lead each time an action to be taken in furtherance of the user's lead is identified; storing the action record in the database; communicating a user interface accessible by the user that comprises information from the action record.

Sciuk, however, teaches identifying an action to be taken in furtherance of the user's lead (col. 2 line 17-20; e.g. the scheduling of an interview and other meetings between job-seekers and representatives of the prospective employers); creating, by the processor, an action record (col. 35 lines 43-45; e.g. time and dates of appointments, meetings and phone calls) using information from the user's lead (col. 2 line 19-20; e.g. prospective employer) each time an action to be taken in furtherance of the user's lead is identified (col. 35 lines 40-45; e.g. Sciuk's system is seen to be able to record multiple actions such as appointments, meetings, and phone calls); storing the action record in the database (col. 35; e.g. calendar) the action record comprising information to provide the user with a status of the user's lead (col. 1 line 59-61 wherein Sciuk teaches to track and report on the status of the activities involved in human candidates and col. 35 lines 41-45 wherein an appointment (e.g. of an interview for a prospective employer) is seen as a status); communicating a user interface accessible by the user that comprises information from the action record (col. 35 line 40-41; e.g. outputting information such as computer input screens and interactive screens for outputting personal schedule information) for providing a scheduling calendar.

Accordingly, in the same field of endeavor, (i.e. employment services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of Sciuk, such as providing a calendar for appointments, would have given a user of Joao the ability to schedule

actions such as appointments (or interviews) with prospective employers for the benefit of better organizing their leads. Joao discloses such a need in col. 8 line 51-52 wherein they provide scheduling services. Thus, the calendar system of Sciuk would have provided a better job searching experience.

With respect to claim 14, Joao teaches A system comprising:

a server system (drawing reference 10) accessible via one or more networks (figure 1) by one or more computing devices (drawing references 20, 30) of a user (drawing reference 20) and capable of communicating with one or more listing services (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) via one or more of the networks (figure 1);

a database system (drawing reference 10H) in communication with the server system (figures 12-4);

the server system (drawing reference 10) comprising programming (col. 6 line 14-16) to receive data from the listing services (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) related to an inquiry by a user about a listing (e.g. a job) posted with a listing service (100) by an entity (col. 5 line 4; e.g. hiring entities) other than the user (col. 4 line 35-47; i.e. an individual wishing to apply for the job), generate a user's lead (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer and col. 22 line 57-58; an individual's applying for a job) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead (offer) is to be pursued by the user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc...) that makes the inquiry (col. 22 line 54-58; i.e.

a decision to apply for a job) with the listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the data received from the listing services (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100; i.e. employers posting or listing jobs with apparatus 100 describes a listing service), and store the user's lead as a lead record in the database system (10H);

wherein the server system further includes programming (col. 6 line 14-16) to communicate a user interface (drawing reference 20E) accessible to the user that comprises a summary (col. 24 line 22-49; i.e. Joao discloses recording information up to a point of interaction between an individual and employer) of the user's (col. 11 line 45-53, i.e. an individual) lead (col. 23 line 26-34);

wherein the server system further comprises programming (col. 6 line 14-16) to interact with at least one ancillary service system (col. 22 line 51-53, col. 23 line 5-13) and provide information generated or received into the ancillary service system (col. 22 line 51-53, col. 23 line 5-13) to the user (col. 11 line 45-53, i.e. an individual); and

using information from the lead record (col. 24 lines 39-49), the lead (col. 23 line 26-34) comprising information to provide the user (col. 11 line 45-53, i.e. an individual) with a status (col. 4 line 57-60) of the user's lead (figure 5A).

Joao does not appear to expressly teach identifying an action to be taken in furtherance of the user's lead; receive action data corresponding to the action to be taken in furtherance of the user's lead, generate an action record using information from the user's lead; storing the action record in the database system; provide information about the action record to the user, the action record comprising information to provide the user with a status of the user's lead.

Sciuk, however, teaches identifying an action to be taken in furtherance of the user's lead (col. 2 line 17-20; e.g. the scheduling of an interview and other meetings between job-seekers and representatives of the prospective employers); receive action data corresponding to the action to be taken in furtherance of the user's lead (col. 35 lines 43-45; e.g. time and dates of appointments, meetings and phone calls), generate an action record using information from the user's lead (col. 35 lines 39-45; e.g. creating an appointment); storing the action record in the database system (10H); provide information about the action record to the user, the action record comprising information to provide the user with a status (col. 1 line 59-61 wherein Sciuk teaches to track and report on the status of the activities involved in human candidates and col. 35 lines 41-45 wherein an appointment (e.g. of an interview for a prospective employer) is seen as a status) of the user's lead (col. 35 line 40-41; e.g. outputting information such as computer input screens and interactive screens for outputting personal schedule information) for providing a scheduling calendar.

Accordingly, in the same field of endeavor, (i.e. employment services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of Sciuk, such as providing a calendar for appointments, would have given a user of Joao the ability to schedule actions such as appointments (or interviews) with prospective employers for the benefit of better organizing their leads. Joao discloses such a need in col. 8 line 51-52 wherein they provide scheduling services. Thus, the calendar system of Sciuk would have provided a better job searching experience.

With respect to claim 15, Joao teaches A tracking system comprising:

a server-side component (drawing reference 10) operative on a server system (drawing reference 100) capable of communication with a network (figure 1), the server-side component (drawing reference 10) comprising programming to:

receive inquiry data (abstract) related to an inquiry (i.e. job search, abstract) of a user (col. 11 line 45-53, i.e. an individual) with a listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) about a listing (e.g. a job) posted by an entity (col. 5 line 4; e.g. hiring entities) other than the user (col. 4 line 35-47; i.e. an individual wishing to apply for the job);

create a user's lead (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer and col. 22 line 57-58; an individual's applying for a job) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead is to be pursued (col. 6 line 36; tracking all offers and col. 23 line 65-66) by the user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc...) that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the received inquiry data (abstract);

communicate a user interface (drawing reference 20E) accessible to the user (col. 11 line 45-53, i.e. an individual) that comprises a summary (col. 24 line 22-49; i.e. Joao discloses recording information up to a point of interaction between an individual and employer) of the user's (col. 11 line 45-53, i.e. an individual) lead (col. 23 line 26-34);

interact with at least one ancillary service system (col. 22 line 51-53, col. 23 line 5-13) and provide information generated or received into the ancillary service system (col. 22 line 51-53, col. 23 line 5-13) to the user (col. 11 line 45-53, i.e. an individual); and

generate and store an action record (drawing reference 220) each time an action to be taken in furtherance (col. 24 lines 44-46; e.g. offers and counteroffers are actions of an individual to be taken to further their lead) of user's lead is identified (col. 24 lines 41-49; i.e. Joao teaches recording information such as whether a deal has been reached and information about offers and counteroffers) using information from the lead record (col. 24 lines 39-49; e.g. the employer from the lead), and provide information from the action record to the user (col. 11 line 45-53, i.e. an individual), the lead (col. 14 line 59-60; i.e. access to the individual's data in database 10H) and action records (col. 22 line 63-66) comprising information to provide the user (col. 11 line 45-53, i.e. an individual) with a status (col. 4 line 57-60 notice of job availability and col. 35 line 15-20; i.e. notifying the individual of acceptance or rejection of an offer) of the user's lead (figure 5A).

Joao does not appear to expressly teach identifying an action to be taken in furtherance of the user's lead; generate and store, an action record each time an action to be taken in furtherance of the user's lead is identified using information from the user's lead; provide information from the action record to the user, the action record comprising information to provide the user with a status of the user's lead.

Sciuk, however, teaches identifying an action to be taken in furtherance of the user's lead (col. 2 line 17-20; e.g. the scheduling of an interview and other meetings between job-seekers and representatives of the prospective employers); generating and storing an action record (col.

35 lines 43-45; e.g. time and dates of appointments, meetings and phone calls) each time an action to be taken in furtherance of the user's lead is identified (col. 35 lines 40-45; e.g. Sciuk's system is seen to be able to record multiple actions such as appointments, meetings, and phone calls) using information from the lead record (col. 2 line 19-20; e.g. prospective employer); provide information from the action record to the user, the action record comprising information to provide the user with a status of the user's lead (col. 35 line 40-41; e.g. outputting information such as computer input screens and interactive screens for outputting personal schedule information) for providing a scheduling calendar.

Accordingly, in the same field of endeavor, (i.e. employment services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of Sciuk, such as providing a calendar for appointments, would have given a user of Joao the ability to schedule actions such as appointments (or interviews) with prospective employers for the benefit of better organizing their leads. Joao discloses such a need in col. 8 line 51-52 wherein they provide scheduling services. Thus, the calendar system of Sciuk would have provided a better job searching experience.

**Claims 3-5 are rejected under 35 U.S.C. 103(a) as being unpatentable over Joao and Sciuk as applied to claims 1-2, 6-8, and 10-15 in view of Rinebold et al. ('Rinebold' hereafter) U.S. Patent 6,968,513 B1.**

With respect to claim 3, Joao/Sciuk fails to explicitly teach wherein the listing service is a web site having personal ads listed thereon.

Rinebold, however, teaches wherein the listing service is a web site having personal ads listed thereon (abstract, figure 10A-10C, i.e. self postings) to enable on-line users to view business listings.

In the same field of endeavor, (i.e. listing services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because Rinebold would have given Joao/Sciuk an effective way to target users of the system for the benefit of an efficient job search. Rinebold discloses geographic targeting (col. 3 line 62-67) of users for organizing internet information based on geographic categories (col. 5 line 1-5), which Joao could have used to help a user efficiently locate a job (Joao at col. 4 line 42).

Similar claims 4-5 are rejected for the same rationale as the rejection of claim 3, as the web page of (10A) is a site having real estate postings and automobile postings. See also the abstract where Rinebold further teaches a website having classified listings.

**Claim 9 is rejected under 35 U.S.C. 103(a) as being unpatentable over Joao/Sciuk as applied to claims 1-2, 6-8, and 10-15 in view of Wilkins et al. ('Wilkins' hereafter) U.S. Patent 6,868,389 B1.**

With respect to claim 9 Joao fails to explicitly teach wherein the ancillary service is a road navigation system.

Wilkins, however, teaches wherein the ancillary service is a road navigation system (col. 10, line 56-65) to locate a listing.

In the same field of endeavor, (i.e. listing services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because Wilkins would have given a user of Joao's system an efficient way to better locate a listing (Joao at col. 4 line 42).

#### ***Response to Arguments***

Applicant's arguments with respect to claims 1 and 3-15 have been considered but are moot in view of the new ground(s) of rejection.

On page 9 of the remarks, Applicant argues that Joao does not disclose identifying an action to be taken in furtherance of the user's lead and does not disclose creating an action record each time an action to be taken in furtherance of the user's lead is identified.

Examiner agrees to the extent that Joao does not teach *future actions* (i.e. "to be taken in furtherance") as found in the claims; however, Examiner maintains that Joao does at least teach *past/present* actions on a user's lead as records of at least offers and counteroffers (e.g. col. 24

lines 44-46). Therefore, Joao is withdrawn from teaching actions to be taken in furtherance of the user's lead as claimed.

Sciuk, however, in combination with Joao is now seen to teach the above mentioned. Summarily, Sciuk teaches a calendar subsystem (col. 35, lines 39-44) wherein their system is able to schedule appointments, meetings, and phone calls for users (e.g. job seekers). As such, a schedule of appointments, meetings, and phone calls indicates the claimed actions to be taken in furtherance of the user's lead. Sciuk further teaches that this information may be presented on a computer screen and thus also teaches communicating a user interface.

Examiner submits in view of the new ground of rejection, the arguments are hereby moot.

***Contact Information***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Robert M. Timblin whose telephone number is 571-272-5627. The examiner can normally be reached on M-Th 8:00-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John R. Cottingham can be reached on 571-272-7079. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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/ROBERT TIMBLIN/

Examiner, Art Unit 2167